

## DISCUSSION GUIDE

# DESIGN DRIVEN ENTREPRENEURSHIP

## MANDELA WASHINGTON FELLOWSHIP INSTITUTE COURSE

**Presenter: Rich Nadworny, Principal, Empatico**

**MWF Institute Instructor, Dickey Center for International Understanding at Dartmouth College**

### Lesson Description

This four-lesson course explains Design Driven Entrepreneurship, a planning process that involves identifying, creating, testing, and implementing marketable solutions for challenges facing people and communities. This course covers the origins of human-centered design theory, the process and tools needed to design and maintain a human-centered business, and best practices for developing and testing products.

### Course Overview

1. Introduction
2. Value Proposition
3. Bring Your Big Idea to Life
4. Creating a Prototype

### Discussion Questions

1. Human-centered design is based on the idea that no product should be developed that does not meet the needs of a potential customer. Why is this important for entrepreneurs to understand and use as a model?
2. Can you think of any products or services that have been developed recently that failed or succeeded because they were based on human-centered design principles? Discuss the reasons why you think certain products are no longer available and why others have stood the test of time. How do those that have survived longest adhere to the human-centered design approach?

### Development Actions

1. Review in detail the Business Model Canvas. Identify your value proposition. Identify your customer segments and your relationship with them and how you'll interact. Identify your key partners and stakeholders – those with resources you need and activities you require to produce your idea.
2. Gather observational data, perform contextual inquiries, and interview people about your idea.
3. Develop your value proposition.
4. Write a quick pitch.
5. Develop your customer persona(s).
6. Create a stakeholder map.
7. Prototype your idea – your minimal viable or minimal lovable product.
8. Test your idea along with the proposed cost to the customer.

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#### About the Presenter

**Rich Nadworny** has spent the past 20 years spearheading change through the platform of digital technology. He is a principal contributor at Empatico, a consulting firm that helps organizations improve and understand what matters to people — working with them to develop better ways to serve up precisely what they need — where, when and how they need it. He brings his background and experience in Design Driven Entrepreneurship to the Mandela Washington Fellowship during the summer of 2015. Mr. Nadworny will serve as the Director of Entrepreneurship & Innovation for the 2015 Mandela Washington Fellowship Business & Entrepreneurship Institute at the Dickey Center for International Understanding at Dartmouth College.